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Charlie DiBenedetto  
Division Manager  
Manhattan Division  
Voice Mail #75822

October 20, 1997

To: Manhattan Division Sales and Territory Reps

Re: Local Performance Contest

Our division will be conducting a local performance contest on Salem Name Generation cards. As you know the importance of getting our new Salem into the competitive smokers hands, it is equally important to get them on our mailing list. The ROU will be tallying the number of name generation cards sent in by each rep and the individuals with the highest amount signed, sealed and delivered will win according to the information below.

> Ending date will be determined.

> 1st place prize      \$200.00

> 2nd place prize      \$150.00

> 3rd place prize      \$100.00

> All Salem name generation cards need to be mailed to the ROU, ensure to name stamp.  
(All other brands can continue to be mailed directly into Winston Salem)

> Name generation cards must have all information completed, signed and birth date or they will be denied without credit.

The name generation cards submitted at the start of October will be credited towards your total.

If you have any questions, let me know.

Warm Regards,

*Charlie*

C. A. DiBenedetto

cc. M. A. Young

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